GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1056
ANSWERED ON:24.11.2000
SCREENING OF HINDI FILMS
GEORGE EDEN;MALYALA RAJAIAH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan and Prasar Bharati Board have decided to drop theregional language feature films and show only Hindi films with mass appeal on its DD-I National Network;

(b) if so, the reasons therefor;

(c) whether the Government have received any representation against such move; and

(d) if so, the reaction of the Government thereto?

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): As per the decision taken by Prasar Bharati Board, the telecast of regional feature films was stopped on National Network of Doordarshan from 15.10.2000, in order to accommodate entertaining sponsored programmes for increasing Doordarshan`s revenue as well as to retain wider viewership.

(c) & (d): Keeping in view a number of representations received from various quarters, Prasar Bharati Board has now reviewed the earlier decision and has decided that Doordarshan would acquire multiple telecast rights (terrestrial and satellite world-wide) of award winning regional feature films for three years for telecasting on various channels of Doordarshan including National Channel.The royalty rates have also been increased.